



WFLX

ORDER

Print Date 09/18/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 821843 /

Original Date / Revision

09/18/12 09/18/12

Advertiser House Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue
Washington, DC 20007

Product

HOUSE MAJORITY PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue
Washington, DC 20007

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:30:00

Estimate # 1809

Alt Order # 06320080

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 2

Advertiser Ref

Primary Account Executive

Will Hilderbrandt

Account Executive Order% Start Date End Date

Will Hilderbrandt 100%

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	27	\$10,637.75	\$12,515.00	0.00	10/01/12	10/15/12	27	\$10,637.75	\$12,515.00
Totals	27	\$10,637.75	\$12,515.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WFLX	10/09/12	10/12/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	-TWTF--	:30	2	\$85.00	P 2	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2				\$85.00		0.00			
E 2	WFLX	10/09/12	10/14/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	-TWTF--	:30	2	\$145.00	P 1	0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2				\$145.00		0.00			
E 3	WFLX	10/09/12	10/12/12	EXTRA EXTRA	Comm	430-5P	-TWTF--	:30	2	\$115.00	P 2	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

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Contract / Revision 821843 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:30:00

Advertiser House Majority PAC

Product HOUSE MAJORITY PAC

Estimate # 1809

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/09/12	10/12/12	EXTRA EXTRA	Comm	430-5P	-TWTF--	:30	2	\$115.00	P 2	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$115.00		0.00			
E 4	WFLX	10/09/12	10/12/12	RAYMOND RAYMOND	Comm	6-630P	-TWTF--	:30	2	\$115.00	P 2	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$115.00		0.00			
E 5	WFLX	10/09/12	10/14/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	-TWTF--	:30	2	\$785.00	P 1	0.00	NM	2	\$1,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$785.00		0.00			
E 6	WFLX	10/09/12	10/14/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	-TWTF--	:30	3	\$175.00	P 1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					3	\$175.00		0.00			
E 7	WFLX	10/09/12	10/14/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	-TWTF--	:30	2	\$785.00	P 1	0.00	NM	2	\$1,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$785.00		0.00			
E 8	WFLX	10/09/12	10/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	-TWTF--	:30	3	\$175.00	P 1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					3	\$175.00		0.00			
E 10	WFLX	10/09/12	10/14/12	Thu Hour 1 X FACTOR	Comm	8-9P	---1---	:30	1	\$2,085.00	P 1	0.00	NM	1	\$2,085.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---1---					1	\$2,085.00		0.00			
E 11	WFLX	10/09/12	10/14/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	3	\$985.00	P 1	0.00	NM	3	\$2,955.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTFSS					3	\$985.00		0.00			
E 12	WFLX	10/15/12	10/15/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$145.00	P 1	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$145.00		0.00			
E 13	WFLX	10/15/12	10/15/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	1-----	:30	1	\$175.00	P 1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$175.00		0.00			
E 14	WFLX	10/15/12	10/15/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	1-----	:30	1	\$175.00	P 1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$175.00		0.00			
E 15	WFLX	10/15/12	10/15/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$985.00	P 1	0.00	NM	1	\$985.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$985.00		0.00			
N 16	WFLX	10/14/12	10/14/12	NLCS on Fox MLB NLCS	Comm	4-11P	-----S	:30	1	\$885.00	P 2	0.00	NM	1	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/14/12	10/14/12	-----S					1	\$885.00		0.00			



WFLX

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Contract / Revision **821843** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:30:00

Advertiser **House Majority PAC**

Product **HOUSE MAJORITY PAC**

Estimate # **1809**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 16	WFLX	10/14/12	10/14/12	NLCS on Fox MLB NLCS	Comm	4-11P	-----S	:30	1	\$885.00	P 2	0.00	NM	1	\$885.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/08/12		10/08/12	10/14/12	-----S	1		\$885.00		0.00							
														Totals	27	\$12,515.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WFLX, West Palm Bch, FL</u>	Date: <u>9.20</u>
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I, Laura Bassett
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 2em; font-family: cursive;">AS ORDERED</div> <div style="color: blue; font-size: 1.2em; font-family: cursive; margin-top: 20px;">with 821843</div>					

Total Charges:	10637.75 net
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This broadcast time will be used by: House Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC
 1025 Thomas Jefferson St. NW
 Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Shannon Roche
Deputy Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 *[Signature]* (202) 350-5782
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] John Heidman GM
 Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO: John Heislman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9/17/12

BUYER: Laura Bassett
AGENCY: Waterfront Strategies
ADDRESS: 1010 Wisconsin Avenue, Suite 800, Washington, DC 20007
PHONE #: (202) 338-8700
FAX #: (202) 338-2334
OTHER:

AVAILS FOR

COMMITTEE: House Majority PAC
CHAIRPERSON: Shannon Roche - DEPUTY DIRECTOR
TREASURER: Candace Bryan Abbey
ADDRESS: 700 13 th Street NW Suite 600 Washington DC 20005
PHONE #:
FAX #:
OTHER:

FOR

ISSUE: House Majority PAC
OFFICE:
PARTY: Democrat

DAYPARTS: All
SCHEDULE DATES: As ordered
COMMERICAL LENGTH: :30
PROGRAMS: All

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE